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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2016/2017

BMK3084– MARKETING RESEARCH

(All sections / Groups)

29th MAY 2017

2:30 – 4:30

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages with **FIVE (5)** questions only.
2. Attempt all **FIVE (5)** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer **ALL FIVE (5)** questions.

Question 1

List and discuss the **THREE (3)** commonly used comparative scaling techniques in marketing research. Include an example of each scale to support your answer.

(20 marks)

Question 2

Likert scale is one of the most widely used itemised scale in research. Develop a 5-point Likert scale for measuring store loyalty, with **FIVE (5)** statements.

(20 marks)

Question 3

Stratified sampling and cluster sampling are two (2) commonly used probability sampling techniques in marketing research. Compare the **FOUR (4)** differences between stratified sampling and cluster sampling.

(20 marks)

Question 4

The questionnaire design process has ten steps. Each step is closely related to all aspects of the marketing research project. List and discuss briefly the **TEN (10)** steps in the questionnaire design process.

(20 marks)

Question 5

Missing responses represent values of a variable that are unknown because, respondents provided ambiguous answers. Discuss the **THREE (3)** options available for the treatment of missing responses, with relevant examples.

(20 marks)

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